



**Board of Directors Meeting**  
**Wednesday, October 16, 2013, 11:30 a.m.**  
**Legends Restaurant, 1313 West Lindsey**

## Minutes

### Board Attendance:

(P) Sherry Brown, Republic Bank	(A) Dr. Roger Brown, Norman Public Schools
(P) Carol Dillingham, Cleveland Cty.	(P) Brenda Hall, City of Norman
(A) Don Hiebert, First Bank & Trust	(P) Randy Laffoon, SportsRadio 1400
(P) Suzanne McAuley, First American Bank	(P) William Murray, Montford Inn
(P) Joe Sparks, Restaurant Industry	(A) Juna Stovall, OU, CCE
(A) Charlie Taylor, OU Athletic Dept.	(A) Jennifer Alexander, Embassy Suites
(A) Paige Williams, Chickasaw Nation	(A) Don Wood, NEDC
(P) John Woods, Chamber of Commerce	(P) Greg Heiple, City Council

### Call to Order

Meeting called to order by McAuley at 11:30 a.m.

### Minutes

Motion made by Laffoon to approve September minutes; seconded by McAuley. Motion made by Laffoon to approve amended minutes from August; seconded by Brown.

### Finance Report

Motion made by Laffoon to receive the September financials and file them for audit; seconded by Brown.

Murray stated that after reviewing the NCVB bylaws, it appears as though McAuley (Chair), Murray (Vice), and Dillingham (Treasurer) are the eligible signatories for the NCVB checking account. A motion was made by Laffoon to approve McAuley, Murray, and Dillingham as such; seconded by Brown.

Sparks requested that a more detailed financial report be presented at the next Board meeting.

### Search Committee Update

McAuley stated that the Committee has decided to go with an "outside" firm: SearchWide. She also expressed the need to reallocate funds within the budget in order to pay SearchWide approx. \$30,000 for their services and trip to Norman. A motion was made by Laffoon to approve the reallocation of \$30,000 within the budget; seconded by Brown.

### FYE 2014 Budget Amendments

Brickman offered a breakdown of both the *original* FYE 2014 Budget and the newly *amended* FYE 2014 Budget. She noted the adjustments that were made due to Stephen Koranda's recent departure and also offered recommendations regarding where certain funds could be reallocated.

Heiple inquired about the \$700 worth of “bank fees” that are allocated to the NCVB GMC, as well as the hundreds of dollars that are attributed to trade and leisure show fees. Brickman responded by saying that she could provide a further explanation of the bank fees at the next meeting, but that the money used for shows includes everything from booth registration to swag/hand-outs.

Heiple and Laffoon also expressed concern regarding the \$20,000 reserved for SEO (through Cubic Creative). Dillingham explained that because we haven’t really completed a full year of “usage” with this feature, the CVB is not yet sure how successful and/or worthwhile it is. Brickman concurred and stated that the CVB will know more in March 2014 (at the end of the contract). Woods endorsed the idea that SEO is necessary, but also stated that perhaps a different firm could produce better results. Laffoon requested that the CVB staff provide the Board with a list of companies that could potentially provide us with the same service.

Motion made by Sparks to approve the amended FYE 2014 Budget; seconded by Laffoon. Hall additionally requested that a brief explanation regarding any changes made be provided along with the budget.

### **Sales Team Report**

Bash and Hohlier offered a breakdown of the report. Highlights of the report included: 3 leads sent in September, FanFest, and Hohlier’s upcoming trips to the TEAMS Conference and Aspire Conference in November.

### **Leisure Travel Report**

Mauldin offered a breakdown of this report, as well. Highlights of the report included: attending 1 leisure/travel show and convention/group “servicing” which accounted for the distribution of nearly 200 guides and brochures in September.

### **Communications/PR Report**

Brickman, too, offered a breakdown of this report. Highlights included: meeting with Kelley of Sooner Sports Properties to determine how the CVB can best utilize their SoonerSports buy-in. Brickman explained that actually only a small portion of the \$36,000 spent with SS goes towards FanFest and the remainder is used for a banner ad on SoonerSports.com and advertising at the OU Baseball field.

Laffoon added that because the CVB has spent \$50,000 with SoonerSports, we should be able to include tickets to OU games and events in give-a-ways.

Brickman also mentioned her (and the CVB’s) involvement with “Christmas in Norman.” Brown suggested that Brickman stay in touch with the Norman Arts Council because they will have a lot of Christmas-themed events to include.

### **Adjourn**

Motion made by Laffoon to adjourn the meeting; seconded by Brown. Meeting adjourned at 1:00 p.m.